

CLAIMS

What is claimed is:

1. A method for transmitting interactive television information over a
5 television broadcast, comprising:
 compiling business data into a binary form, the business data
 comprising descriptions of products;
 generating a script using a script authoring tool; and
 streaming the compiled business data and the script to a receiver for
10 generating video information for a user's television, wherein the receiver uses
 the script to access the compiled business data and generate a presentation of
 the products for the user.
2. The method of claim 1 wherein the business data is compatible with a
15 version of XML (extensible markup language).
3. The method of claim 1 wherein the compiling of the business data is
configured to improve access speed to the business data.
- 20 4. The method of claim 1 wherein the compiling of the business data is
configured to reduce the size of the business data.
5. The method of claim 1 wherein the receiver is a set-top box.
- 25 6. The method of claim 1 wherein the business data is transmitted to
the receiver using a modem.

7. A method for receiving interactive television information in a receiver and providing interactive television to a user, comprising:

processing requests within a script to download business data;

5 receiving the business data compiled into a binary form, the business data comprising descriptions of products; and

processing requests within the script to map an item of the business data into a position within an authored page template, wherein a video presentation of the business data is presented to the user.

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8. The method of claim 7 further including:

processing a request within the script to map a one or a two-dimensional array of the business data into a named one or two-dimensional array of locations within the authored page template.

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9. The method of claim 7 further including:

processing a request within the script to construct a message containing business data, based on a user action; and

20 transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.

10. The method of claim 9 wherein the selection is transmitted from the receiver to the transaction server using a modem.

25 11. The method of claim 9 wherein the business data is compatible with a version of XML (extensible markup language).

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12. The method of claim 7 wherein the business data is compatible with a version of XML (extensible markup language).

13. The method of claim 7 wherein the business data and the script are received over a broadcast network of a cable television provider, a terrestrial television provider or a satellite television provider.

14. A system for transmitting interactive television information over a television broadcast, comprising:

a server having a processor coupled to a memory, the memory having computer readable code which when executed by the processor causes the server to perform a method comprising:

compiling business data into a binary form, the business data comprising descriptions of products;

accessing a script, the script previously generated using a script authoring tool; and

providing the compiled business data and the script to a set-top box for generating video information for a user's television, wherein the set-top box uses the script to access the compiled business data and generate a presentation of the products for the user.

15. The system of claim 14 wherein the business data is compatible with a version of XML (extensible markup language).

16. The system of claim 14 wherein the compiling of the business data is configured to improve access speed to the business data.

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17. The system of claim 14 wherein the compiling of the business data is configured to reduce the size of the business data.

18. The system of claim 14 further including:

5 providing the compiled business data and the script to a television broadcaster for inclusion in a television broadcast transmission by the broadcaster.

19. The system of claim 14 wherein the streaming is performed over a
10 broadcast network of a cable television provider, a satellite television provider, or a terrestrial television provider.

20. A system for receiving interactive television information and providing interactive television to a user, comprising:

15 a receiver having a processor coupled to a memory, the memory having computer readable code which when executed by the processor causes the receiver to perform a method comprising:

processing requests within a script to download business data;

receiving the business data compiled into a binary form, the

20 business data comprising descriptions products;

processing requests within a script to map an item of the business data into a named position within an authored page template, wherein a video presentation of the business data will be presented to the user.

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21. The system of claim 20 further including:

receiving a selection of one of the product descriptions from the user; and

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transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the selection.

22. The system of claim 21 wherein the selection is transmitted from
5 the receiver to the transaction server using a modem.

23. The system of claim 20 wherein the business data is compatible with a version of XML (extensible markup language).

10 24. The system of claim 20 wherein the business data and the script are received over a broadcast network of a cable television provider, a terrestrial television provider or a satellite television provider.

15 25. The system of claim 20 further including:
processing requests within a script to map an array of the business data into an array of locations within an authored page template, wherein a video presentation of the business data will be presented to the user.

20 26. The system of claim 20 further including:
processing a request within a script to construct a message containing the business data, based on a user action; and
transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.